DATA+AI SUMMIT

BY databricks

Retail and Consumer Goods Guide to Data + AI Summit

SAN FRANCISCO, JUNE 26-29, 2023

The Future of Ret**ai**l

Hello!

You're invited to open your world to the new innovations at Data + AI Summit 2023. We will see you at the Moscone Center, San Francisco, at our biggest event to date.

We are thrilled to announce that Satya Nadella, CEO of Microsoft, and Eric Schmidt, former CEO of Google, will be our esteemed keynote speakers at Summit. Their presentations will focus on the latest innovations, impact and future of AI, ML and large language models (LLMs).

This Retail and Consumer Goods Guide to Data + AI Summit is designed to ensure you get the most from your experience. We have planned a stellar lineup of Retail and Consumer Goods sessions by industry-leading organizations such as Anheuser-Busch, Nike, Instacart, 84.51° and many more, covering real-life use cases like data governance, sales forecasting, on-shelf availability, recommendations, churn analysis and more. We are also featuring a series of interactive solution demos to help you get started innovating with AI.

We have also put together a Retail and Consumer Goods Industry Forum — our most popular industry event — featuring a keynote from Sephora, covering the art of data strategy and how effective data governance and democratization allow better decision-making and increase innovation.

Beyond the keynote and customer talk, we will have an executive panel with speakers from Gucci, Mars, Marks & Spencer and more.

Take the time to network with industry experts. And be sure to check out the full agenda for the most up-to-date information.

We look forward to a compelling week of data, analytics and AI with you!

ROB SAKER

Vice President, Global Retail and Manufacturing GTM Databricks

HIGHLIGHTS

100K+
PARTICIPANTS

200+
SPEAKERS

160
COUNTRIES

This year we are going BIG with industries!

RETAIL AND CONSUMER GOODS	FINANCIAL SERVICES
HEALTHCARE AND LIFE SCIENCES	MANUFACTURING, TRANSPORTATION AND ENERGY
COMMUNICATIONS, MEDIA & ENTERTAINMENT	PUBLIC SECTOR

Data + AI Summit 2023

SAN FRANCISCO, JUNE 26–29, 2023

Join us live at the Moscone Center

Register Now

Data + AI Summit is the global event for the data community, where practitioners, leaders and visionaries come together to shape the future of data, analytics and AI. This guide outlines specific activities relevant to Retail and Consumer Goods that you may be interested in. Get ready for four days packed with keynotes by industry visionaries, technical sessions, hands-on training and networking opportunities.

It's easy to register for Data + AI Summit — just sign up here.

Top 5 reasons to join our Retail and Consumer Goods Industry Forum and breakout sessions at Data + AI Summit:

1 Learn best practices from thought leaders at Sephora, Gucci, Marks & Spencer, Mars and more, who have already achieved business outcomes with data, analytics and AI

2 Gain insights on practical applications of advanced analytics in Retail and Consumer Goods

3 See how the Lakehouse for Retail is changing the world — delivering more in every phase of the customer journey

4 Network with other data and AI leaders and practitioners

5 Take a break and stop by our Retail and Consumer Goods Solutions Hub to meet the Databricks team and see live demonstrations

Create Your Own Experience

We have created four different Retail and Consumer Goods experiences so that you can get the most from Summit

1 RETAIL AND CONSUMER GOODS INDUSTRY FORUM

Learn from the most innovative industry leaders with keynotes and panel discussions from some of the biggest global brands

2 BREAKOUT SESSIONS

Deep dive into specific topics and technical sessions with a leading expert from your field who has tackled the data, analytics and AI problems you are looking to solve

3 INTERACTIVE DEMOS

Join an interactive Solution Accelerator demo for popular Retail and Consumer Goods use cases with our data, analytics and AI technical experts

4 RETAIL AND CONSUMER GOODS SOLUTIONS HUB

Visit our Retail and Consumer Goods Solutions Hub for refreshments, networking and live demos

All Things Retail and Consumer Goods at Summit

Use this section to schedule and design your Summit experience around Retail and Consumer Goods and our **Industry Forum**, **breakout sessions**, **interactive demos** and **networking lounge**.

Mainstage Keynotes

We are thrilled to announce that **Satya Nadella**, CEO of Microsoft, and **Eric Schmidt**, former CEO of Google, will be our esteemed keynote speakers at Summit.

Retail and Consumer Goods Industry Forum

THURSDAY, JUNE 29 | 12:00 — 2:30 PM PT

LOCATION: MOSCONE SOUTH, HALL D

The Future of Retail

FEATURED SPEAKERS:

**MANBIR PAUL,** VP of Engineering, Data Insights and MarTech, Sephora

SUZANNE HOWSE, Head of Enterprise Data, Marks & Spencer

DEEPAK JOSE, Global Head of Data Sciences, Analytics and AI Solutions, Mars

ANNA RUSSO, Global Director of Data Science, Gucci

SEPHORA   M&S EST. 1884   MARS   GUCCI

Retail and Consumer Goods Solutions Hub

TUESDAY, JUNE 27 | 5:00 - 7:00 PM PT

WEDNESDAY, JUNE 28 | 11:30 AM - 6:00 PM PT

THURSDAY, JUNE 29 | 11:00 AM - 6:00 PM PT

LOCATION: DATA + AI SUMMIT EXPO FLOOR, MOSCONE SOUTH

Connect with Databricks Retail and Consumer Goods experts, partners, technical leaders and other attendees in our dedicated lounge space for informal discussions and networking. Learn how Databricks and our partners collaborate with industry leaders to innovate and transform operations with data and AI across the industry.

ESCALATORS UP TO SOUTH LOBBY/EXIT >

MAIN EXPO HALL

< INDUSTRY SOLUTIONS HUB
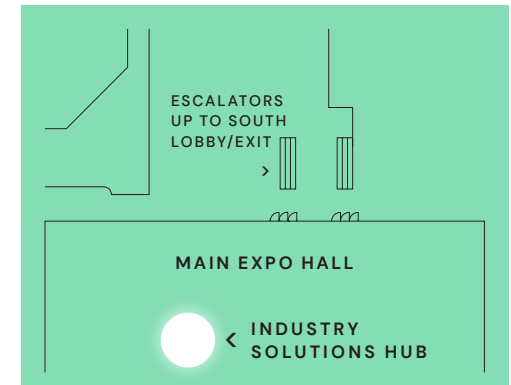
Breakout Sessions

We have a full agenda of Retail and Consumer Goods talks taking place at Data + AI Summit. See which ones are the best fit for you.

Retail and Consumer Goods Sessions at a Glance

TUESDAY, JUNE 27

5:00 – 7:00 PM | RETAIL AND CONSUMER GOODS SOLUTIONS HUB

TIME (PT)	TYPE	TITLE	SPEAKER	COMPANY
12:00–12:40 PM	BREAKOUT SESSION	Unity Catalog at Scale in Retail Data Engineering and Data Science	RASHMI KANSAKAR Director, Data and Cloud Architect / CHRISTIAN HAMILTON Director, Data Science Technology	84.51°

WEDNESDAY, JUNE 28

11:30 AM – 6:00 PM | RETAIL AND CONSUMER GOODS SOLUTIONS HUB

TIME (PT)	TYPE	TITLE	SPEAKER	COMPANY
11:30 AM–12:10 PM	BREAKOUT SESSION	DHL e-Commerce US: Building a Scalable and Robust Cloud Data Platform as an Enabler for Enterprise Analytics	HITESH SAHNI Head of Cloud Data Platforms and Data Engineering Solutions	DHL
11:30 AM–12:10 PM	BREAKOUT SESSION	Embrace First-Party Data Collaboration to Lower Acquisition Costs With Look-Alike Audiences in Media Clean Rooms	JORDAN PECK Principal Technical Account Manager	Snowplow
11:30 AM–12:10 PM	BREAKOUT SESSION	Adidas ML Journey: Accelerating ML Production Using Databricks	RAHUL PANDEY Solution Architect	Adidas
11:30 AM–12:10 PM	BREAKOUT SESSION	Hyperparameter Tuning via Apache Spark™ and Ray	PUNEET JAIN Specialist Architect / JOSEPH SARSFIELD Senior Machine Learning Engineer	Databricks / Marks & Spencer
12:30–1:10 PM	BREAKOUT SESSION	Made in Italy: How Barilla Uses Databricks Lakehouse to Optimize Operations	LORENZO DE TOMASI Data Architect, Data Platforms Lead / GRAZIANO BELMONTE Global IT AI and Data Director	Barilla G. e R. Fratelli S.p.A.
12:30–1:10 PM	BREAKOUT SESSION	Meet LOLA: The Innovation Engine Brewing Models at Scale for AB-InBev	RAHIL BHATNAGAR Development Lead, LOLA	Anheuser-Busch
12:30–1:10 PM	BREAKOUT SESSION	Unlocking Near Real-Time Data Replication With CDC, Apache Spark™ Streaming and Delta Lake	IVAN PENG Software Engineer	DoorDash
1:30–2:10 PM	BREAKOUT SESSION	CPG Lakehouse Analytics: Rapidly Implementing Walmart's Luminate API at the Hershey Company	SIMON WHITELEY CTO at Advanced Analytics / JORDAN DONMOYER Manager, Customer Data Solutions	The Hershey Company

WEDNESDAY, JUNE 28

11:30 AM – 6:00 PM | RETAIL AND CONSUMER GOODS SOLUTIONS HUB

TIME (PT)	TYPE	TITLE	SPEAKER	COMPANY
1:30–2:10 PM	BREAKOUT SESSION	Instacart on Why Engineers Shouldn't Write Data Governance Policies	KIERAN TAYLOR Senior Software Engineer II / ANDRIA FUQUEN Technical Program Manager	Instacart / Immuta
1:30–2:10 PM	BREAKOUT SESSION	Scaling MLOps for Demand Forecasting Across Multiple Markets for a Large CPG	SUNIL RANGANATHAN Director, MLOPS / VINIT DOSHI Senior Manager	Tredence
2:30–3:10 PM	BREAKOUT SESSION	MLOps at Gucci: From Zero to Hero	ALESSANDRO GARAVAGLIA Lead ML Engineer / MARIANNA CERVINO Global Data Scientist	Gucci
2:30–3:10 PM	BREAKOUT SESSION	Self-Service Data Analytics and Governance at Enterprise Scale With Unity Catalog	ARTEM MESHCHERYAKOV Consultant / PASCAL VAN BELLEN Senior Consultant	ORAYLIS GmbH
3:30–3:50 PM	LIGHTNING TALK	Sigma Computing: How Using Input Tables Within Sigma Improves Data Science and Machine Learning Applications From Databricks	MITCH ERTLE Partner Solutions Engineer / GREG OWEN Software Engineer, Input Tables	Sigma Computing
3:30–4:10 PM	BREAKOUT SESSION	Streamlining API Deployment for ML Models Across Multiple Brands: Ahold Delhaize's Experience on Serverless	MARIA VECHTOMOVA Lead ML Engineer / BASAK ESKILI ML Engineer	Ahold Delhaize
3:30–4:10 PM	BREAKOUT SESSION	Clean Room Primer: Using Clean Rooms on Databricks to Utilize More and Better Data in your BI, ML and Beyond	ANIL PULIYERIL Senior Architect / MATTHEW KARASICK Chief Product Officer	HABU
4:00–4:20 PM	LIGHTNING TALK	Snowplow: Revolutionize Your Customer Engagement Strategy With First-Party Customer Data	YALI SASSOON CPO	Snowplow
4:30–5:10 PM	BREAKOUT SESSION	Nebula: The Journey of Scaling Instacart's Data Pipelines With Apache Spark™ and Lakehouse	ARTHUR LI Senior Software Engineer / DEVLINA DAS Senior Software Engineer	Instacart

Retail and Consumer Goods Sessions at a Glance

WEDNESDAY, JUNE 28

11:30 AM – 6:00 PM | RETAIL AND CONSUMER GOODS SOLUTIONS HUB

TIME (PT)	TYPE	TITLE	SPEAKER	COMPANY
4:30–5:10 PM	BREAKOUT SESSION	Optimal Series Modeling at Scale With Applications in CPG Using DEIMOS	JEFF BREEDING-ALLISON, Senior Data Scientist; KYLIE TAYLOR, Data Scientist	Mars Petcare
4:30–5:10 PM	BREAKOUT SESSION	Self-Service Geospatial Analysis Leveraging Databricks, Apache Sedona, and R	CORT LUNKE, Data and Analytics Lead — Truterra	Land O'Lakes
4:30–5:10 PM	BREAKOUT SESSION	Streaming Data Analytics With Power BI and Databricks	MARIUS PANGA, Solutions Architect; LIPING HUANG, Senior Solutions Architect	Databricks
5:30–5:50 PM	LIGHTNING TALK	Leveraging Unity Catalog for Data Governance for Grab's Use Case	TIANYU LIU, Lead Data Scientist (Analytics); JUN RONG LAU, Data Engineer/Analyst	Grab

THURSDAY, JUNE 29

11:00 AM – 6:00 PM | RETAIL AND CONSUMER GOODS SOLUTIONS HUB

TIME (PT)	TYPE	TITLE	SPEAKER	COMPANY
11:30 AM–12:10 PM	BREAKOUT SESSION	Unlocking the Power of Real-Time Data to Maximize Data Insights	RAGHU JAYACHANDRAN, Senior Manager Enterprise Data	RaceTrac
12:00–2:30 PM	RETAIL AND CONSUMER GOODS INDUSTRY FORUM	The Future of Retail		
12:00–12:20 PM	LIGHTNING TALK	Publish Your First Data Mesh Product in Under 10 Minutes With Delta Sharing and Ascend	JON OSBORN, Field CTO	Ascend.io
12:00–12:20 PM	LIGHTNING TALK	Unity Catalog: Flexibility to Fit Your Organization	JAMES NORMAN, Principal Software Engineer	Nike
12:30–1:10 PM	BREAKOUT SESSION	Large Scale Multi-Task Learning Recommender Service at Verizon	LUYANG WANG, Lead Distinguished Scientist; MIKE TANG, Associate Director, Responsible AI	Verizon
1:00–1:20 PM	LIGHTNING TALK	LTIMindtree	Fast-Track to the Future With GenAI-Powered Lakehouse	ABHISHEK PATEL, Head of Databricks COE; XUE YANG, Solutions Architect	LTIMindtree; Databricks
2:30–3:10 PM	BREAKOUT SESSION	How McDonald's Leveraged Lightup Data Quality to Deploy Thousands of Checks in Under a Year — Without Developer Cycles	MATT SANDLER, Senior Director of Data and Analytics	McDonald's

The agenda for this Forum is subject to change. Please check back for more details.

Ask an expert

If you'd like to learn more as a follow-up to any of the sessions, please reach out to your account manager to coordinate a meeting with:

- Retail and Consumer Goods leaders and subject matter experts
- Technical data experts in Retail and Consumer Goods
- Solution architects who have helped hundreds of customers

Learn more about Lakehouse for Retail at **dbricks.co/retail**

Register Now